WRITE YOUR BOOK IN 30 DAYS

A Step-By-Step Blueprint For Book Writing That You Can Use Over & Over Again

Joseph Michael

WRITE YOUR BOOK IN 30 DAYS
Joseph Michael

HOW TO WRITE YOUR BOOK IN 30 DAYS

Joseph Michael

To all my fellow Scrivener users - this book is for you.
I believe in you!

Your Coach,
Joseph Michael

Have you ever thought about publishing a book? If you’re a business owner, publishing a book can do wonders for your business. It can:

- Brand your business
- Boost your credibility and authority
- Provide value to your audience
- Increase profits
- Broaden your reach
- And much more!

Your book can also serve as material for future content, including social media posts, blog content, articles, and emails. If you’ve ever thought about writing a book, the best way to approach it is the same way you’d approach any business building initiative. You’d set a goal, create a plan, build a team and get to work.

Despite rumors to the contrary, writing a book is no different. In fact, you can write a book in 30 days.

Why This Is Possible…

It takes years to write a book, right?

Well the truth is that it can take years to write a book. However, that time frame is generally reserved for people who are writing their magnum opus or life story. It doesn't apply to people who are writing a business or non-fiction book. So the myth that it must take years to write a great book just doesn't apply.

But it still takes a long time, right?

The time it takes to write a book is entirely up to you. If you're writing a book on a subject that you know nothing about, say Quantum Physics, then it could take several months or maybe even years to complete. You'd have a lot of research and learning to do before you could sit down and write.

Here's the thing…

You're already an expert on your business topic. You know what you're talking about. You've written an abundance of content on the topic and you're in touch with your audience. That's all you need to be able to write a book for your business.

We're going to break it down in a bit but for now think about how many blog posts you publish each week and how much you already write. If you wrote two blog posts a day for a month, and pulled them all into one file you'd have between 30,000 and 40,000 words. That's a book!

And writing a book is much easier than writing 50-60 blog posts.

If you're still scratching your head and wondering how on earth you could start and finish an entire book in a month, take a look at the following questions and answer them for yourself.

> *Are you an authority on a subject?*
>
> *Do you possess a skill or information that others wish to learn?*
>
> *Do you have specialized knowledge or unique experience?*
>
> *Have you created a process or system that can help others?*
>
> *Do you have a desire to tell a story, share information or teach others?*
>
> *Can you talk about your subject?*
>
> *Do you already have an abundance of information published on your topic (i.e., video posts, blog posts, interviews etc…)?*

That last point is an important one. **You probably already have much of the material you need**

to write your book. In fact, you've already written it. The key now is to create a cohesive and compelling theme and to pull it all together.

This book is designed to help you not only realize that you MUST write a book for your business but also to show you how you CAN write it in a month. You'll create a blueprint for book writing and you can use it over and over again – the end of next year you may be a multi-published author. Sounds pretty good, right?

Let's get started.

Step 1: Identify Your Topic

What on earth are you going to write about? This can be a difficult question. There are, after all, probably hundreds of potential topics to consider. When writing your book, choosing your topic is the single most important step in the process.

Why This Is The Most Important Step

Your book topic is the foundation for the rest of the writing process. It dictates your overall approach, including any existing content or resources you leverage. It also is the start point for the structure of your book.

For example, a book about the 10 Steps to Mastering Mindset would logically have ten chapters, each chapter being a step. A book about why mindset is important for success may have a much more fluid structure because there's no clear need to break it up into ten distinct steps. So let's work through the process of identifying your book's topic.

Where To Get Ideas For Your Topic

Brainstorming is often the first step to finding a great book topic. You may already have a handful of ideas, so go ahead and write them down so you don't forget them. You can also use a mind map and brainstorm new topic ideas from those initial sparks of creativity.

Let's take a look at a few different ways you might find ideas for your book's topic.

> **The Library or Bookstore** – *Simply get online and visit your favorite bookstore. Search for book topics in your niche.*
>
> For example, if you're a business coach, you'd look for business coaching books. Make a mental list of the ideas that are already present and identify ideas that seem interesting to you and would offer value to your audience. For those books that seem like they have potential, review the table of contents if possible.
>
> **Take a look at the author's approach to the topic**. *The table of contents may generate ideas for you. It may also help you identify a way you can write on the same topic and have a different approach.*
>
> **Periodicals and Newsletters** – *What industry publications do you subscribe to? Visit those websites and review those magazines and newsletters for ideas. You're looking for a topic that offers value to your readers and that you feel confident writing about.*
>
> **Your Competition and Industry Blogs** – *Take a look what your competition is talking about. Can you take a different spin on a topic and create a book around that*

information?

F**orums, FAQs, Social Media, and Blog Comments** – *Review the most common questions that you encounter. Brainstorm ways you can help answer these questions in book format and how you might provide maximum value to your readers.*

For example, you might often hear people discussing how they can't seem to get motivated. While there are many books on motivation, you may have unique insight and advice to share.

Look to questions you're commonly asked, key problems you frequently solve, and previously published material that often receives a favorable response.

Take a Poll – *Finally, consider creating a simple poll and asking your audience what type of book they'd find most valuable. You might want to present a few ideas rather than leaving it open-ended.*

Once you have a list of potential book topic ideas, it's important to make sure that topic is fine-tuned and laser targeted. For example, "how to lose weight" is a great topic idea but it's a terrible approach because it's too wide of a subject. "How to lose 10% of your body weight this week," is much more specific. A narrow topic provides immediate value to your audience.

How To Make Your Topic Super Targeted

We've already stated that a broad topic idea is the first step. The next step is to make that idea super targeted. Now it's entirely possible that your list of topic ideas is already pretty focused. Take a look at your ideas and ask yourself the following questions:

Does it make a promise? Earlier we used the example, "10 Steps to Mastering Mindset." This is a nice start. However, it needs to have a subtitle to further identify the benefit of reading the book.

What does the reader have to gain from mastering their mindset? A potential subtitle might be "A Handbook for Happiness, Harmony, and Higher Profits."

Is it unique? If there's already a book on the market about your topic, consider how you can make your book unique and more valuable. For example, if there's already a book titled "10 Steps to Mastering Mindset," you might change the steps to success habits or rituals.

You can also make the book's topic unique by **embracing your voice, personality, and brand**. For example, "10 Steps to Mastering your Mindset," is different from, "The Loudmouth Coach's Guide to Mastering Your Mindset in 10 Simple Steps."

Narrow your choices and name your book – At this point you may have several book ideas that feel strong. Choose one. Consider choosing the book topic that you feel most

confident writing about. But don't lose your list. You can go back to it later and write each book on that list.

It's time to be decisive, as this book topic decision needs to be made in a day if you're to stay on schedule. Once you've made your choice, it's time to create your book title. Consider a few potential titles and ask close friends, family, and associates for their opinion.

You don't need to wait for a definitive title to start writing. So let's move onto the next step, planning your book.

Step 2: Outline and Plan Your Book

You have your book title, so now it's time to start planning the book. This step should be completed in a day to leave time for you to write, polish and publish your book. Don't worry. This step is easy but it's also incredibly important.

Many people approach writing a book by just sitting down and beginning. That's fine if you have all the time in the world and don't mind multiple revisions. The goal for the 30-day book is to write it once, make a few edits and publish it.

There's no time to create multiple drafts, so that means writing with a plan. Grab a pen and paper or fire up your computer and open a blank document. Ready?

Identify chapter topics. What are the main points of your book? For example, if your book is titled "10 Steps…" then your main points are those 10 different steps. Each one will be a chapter. If you're not working with this type of framework for your book, simply identify the major points you want to talk about.

Identify supporting subtopics. Under each main point, create a bulleted list of supporting points. For example, if your first step to mastering mindset is to create a gratitude journal then your supporting points might be:

- What is a gratitude journal?
- What's the right time to journal?
- What if I don't feel grateful for anything?

Frame it as a question. Notice that each of the above examples is a question. This structure is intentional. It's much easier to answer a question when you're writing, and this format helps you write your book more quickly. A structure to consider is to identify 10 chapters and within each chapter to identify 10 supporting subtopics.

When you're writing your book, each subtopic will be approximately one page. Do the math and you'll quickly realize that adds up to 100 pages – which is a great page count for a book.

You certainly don't have to stick to this structure. You may find that five supporting subtopics works better for your book. Find something that works for your book's topic, and your deadline.

Once you have your outline the next step is to start writing. You have 28 days left; make the most of them.

Step 3: Create The Book

Okay, this is the step you may have been dreading. Creating a book plan and choosing a topic is one thing, actually following through is a whole other story. Take a deep breath and relax. We've identified five different approaches you can take to create your book. You can use one or combine a few of the approaches to create a book you're proud to publish.

Sit Down and Write It

The first approach is the traditional approach. You have your idea, you have your book plan and now all you need to do is put your fingers on the keyboard and start writing. Easy, right? Actually, it is when you create a book schedule that you can follow through on.

For example, if you decide you're going to write one chapter a day, and there are 10 pages per chapter then you're looking at between four and five thousand words each day. If you're a fast writer, that's probably one to two thousand words per hour or around four hours of writing each day.

If you prefer to tackle your book in a more moderate manner, you might choose to write 2,000 words a day or around two hours of writing each day for twenty or so days.

Likewise you might choose to sit down and write for two hours nonstop or you may decide to break it up into smaller pieces. You might write for an hour first thing in the morning and then an hour at lunch.

Set a schedule and a daily writing goal that works for you. Remember, this isn't something that you have to commit to for the long haul. You'll only be writing at this intensity level for ten to twenty days.

Schedule a non-stop writing weekend. Another option is to set aside a few days to write your book from start to finish. This approach can actually be quite effective. However, if you choose this method, consider coming back to your book a day or two after you've finished it.

You'll have time to think about changes you want to make and you'll need time in your 30-day schedule to make revisions. The benefits to writing the book yourself and approaching it in this manner are that you'll have 100% control over the content.

However, if you've never spent an abundance of time focused on writing content, you may feel overwhelmed. Chip away at it. Your book will get finished one word at a time. You'll undoubtedly learn a lot about the writing process and you'll be able to apply that to your other content writing projects in the future.

Dictate It

There's a saying in the content marketing world, "If you can talk about it, you can write about it."

The saying is true because the most well written books are often conversational in tone. The

reader feels as if you're talking directly to her. If you aren't looking forward to the process of "writing" why not dictate your book instead?

There are marvelous tools like "Dragon Naturally Speaking" that actually convert your speech to text. There's a learning curve, both for you and the software (because it has to learn your individual speech patterns). However, this can be a useful and time saving tool.

You can also simply dictate your book, sent it to a transcriptionist, and then clean up the transcription and format it into a book. You can have a virtual assistant manage the editing and formatting too.

That means you can literally create your book in a matter of hours assuming you know what you want to say and have a solid book plan. The only potential downside to creating a book in this manner is that it's easy to get off track when you're talking. Yet if you stick to your book plan, this isn't much of a problem.

Outsource It

We just talked about using a transcriptionist and/or a virtual assistant to help you turn a dictated book into a print book. You can actually take outsourcing to the next level and outsource some – or all – of the content.

For example, you can outsource the book plan and research process to a virtual assistant. You can then take her plan and create the book yourself. You can also outsource the writing to a ghostwriter. He or she can manage the entire process from plan to completion or you can send the writer your book plan and let her fill in the pages.

The benefit of outsourcing your book to a ghostwriter and/or assistant is that you save an abundance of time. They can take care of the book and you can focus on other business building tasks.

The downside is that it costs money and you may lose a little control over your book. However, a good ghostwriter will take your book plan and make your book everything you want and more.

Get Others To Write It For You

Have you ever read a "Chicken Soup for the Soul" book? Jack Canfield and Mark Victor Hansen don't write these books; contributors write them. You can take this approach with your book, too.

Do you know 5-10 people who can contribute to your book? That's all you need. You can fill in the gaps, write the forward and even add a chapter or two yourself. It's up to you.

You can also interview people and use the content from the interview as chapters for your book. For example, the "10 Steps to Mastering Mindset" could actually be 10 different interviews.

Each person shares his or her insight as one of the steps. All you need to do is pull the material together into a book and have it formatted. Again, this is something that a virtual assistant can

take care of for you.

If you have solid connections in your industry, contact them and see if they're interested in contributing to your book. Chances are they will be because it's good exposure for them.

The downside to this approach is that the credibility and authority you receive from publishing a book is now dispersed amongst the other contributors. However, it can also be argued that being connected in your industry can help position you as a trusted industry leader.

Repurpose Your Existing Content

It's quite likely that you have enough content already written and published that you could simply repurpose that content and make a book out of it. Review your existing content. What, if any, can be used for your book? You may find that your book is already written.

Take that content and spend a day or two polishing it, adding transitions and ensuring that the book feels cohesive and each chapter flows seamlessly into the next. Note that this is another step that can also be outsourced to a virtual assistant or ghostwriter.

The advantages of this technique are that you'll save a tremendous amount of time and money. However, your readers may feel like they're not really learning anything new from you. It all depends on how you structure your book and the way you position it.

You might overcome this hurdle by inviting an industry leader to write the forward. You could also freshen up the content by adding an element that is "new and improved" or "recently discovered."

At this point you've dedicated two days to the book process. You've identified your topic and you've created a book plan. That leaves 28 days to write the book. However, the editing and formatting process can take a few days. Aim to write your book in around 20 days and this will leave plenty of time for the final step.

Step 4: You're Not Done Yet

After spending all that time and energy writing your book you may be ready for a vacation. Writing a book with this timeline can definitely be intense. However, you still have a few steps to take.

Don't skip these steps.

The goal is for your book to represent you in a positive manner and build your business. The good news is that much of this work does need to be done by someone else. Let's take a look at the last steps to take before you hit "publish" and launch your book.

Beta Readers

Beta readers are the people you invite to read your book before you make it public. They can be useful in a number of ways. They can provide feedback on your book and point out ways to improve it. They can also provide testimonials or reviews, which you can then use to promote your book once it's published.

Editing

It's strongly recommended that you find someone else to edit your book. Sure your spellcheck can catch a lot of the errors. However, spellcheck doesn't catch everything. It also won't alert you to awkwardly constructed sentences or incomplete thoughts. Hire an editor or ask a few good friends or associates to read your book and look for errors.

Images and Cover Art

Unless you're a graphic designer, consider hiring someone to create your book's cover as well. Your book cover and design are important and can influence downloads and purchases.

There are ready-made book cover templates that you can buy and use as well. A book cover doesn't need to be expensive to be good. You can hire a designer to create a top quality book cover for less than a hundred dollars. If you're adding images to the interior of your book, make sure you follow the formatting guidelines established for your book distributor.

For example, Amazon's Kindle program has different image guidelines than Barnes & Noble. If you hire a designer or someone to format your book then make sure they know the latest guidelines.

Final Polish

The final polish is on your shoulders. You want to review your feedback from your beta readers and your editor and make any necessary changes. Review the formatting, or format it yourself, and make sure your book represents you in a positive and professional manner.

Your beta readers and editor can and likely will take up to a week to finish your book. That

means you have just a few days to polish your book and get it ready for publication.

You can do it. You have the knowledge, resources, and ability to write a book that will boost your coaching or service business. Before you get started, we'd like to leave you with a few tips for success. These tips help ensure your 30-day book-writing process is as positive, powerful, and productive as it can be.

Tips for Success

1. **Schedule It** – Make sure to carve out time each day to write or otherwise work on your book. Don't passively wait for it to happen and don't put it at the bottom of your task list. Writing your book is a priority. Identify what you want to accomplish and set aside time to get it done.

2. **Edit Later** – Many writers make the mistake of editing as they go. This slows down the writing process and it can interrupt your thought process as well. Instead of editing as you write, finish your daily writing and then go back over it and make edits and changes. Remember, you're also going to have your book edited by someone else, so you don't have to worry about catching every error.

3. **Create Systems** – Put systems in place to support your book creation process. For example, if you're going to write for two hours every day, establish systems that support your writing time. Implement an autoresponder to manage phone calls and emails during your writing time. Write in a place where you feel inspired, motivated, and productive. Write when you are most focused and productive.

4. **Have Confidence In Your Knowledge** – Fear and doubts are often part of the writing process. Let them go. They have no room in the 30-day book-writing process. You know your audience, you know your subject, and you have valuable information to share. If necessary, post an affirmation or positive image above your computer to help you stay confident and motivated.

5. **Be Conversational** – There's no need to take a writing class or to try to be someone you are not. Write like you speak. Conversational content is not only easier and more enjoyable to read, it's easier to write. Your brand and voice will come through in your writing and your readers will connect with you on a deeper level.

6. **Use Time Pockets** – Time pockets are those nuggets of time during your day that often go to waste. For example, when you're waiting in line to pick your child up from school or when you're sitting at the doctor's office. These pockets of time can actually be quite productive. Consider carrying a notebook with you or using your smart phone. You can dictate your thoughts or even write a portion of your book.

7. F**ocus on Quality over Quantity** – People tend to get caught up on the page count. Your book doesn't need to be 300 pages long. It NEEDS to be valuable to your reader. Focus on value first, and page count second.

8. **Build A Good Team** – You need people to proof and edit your book and to provide feedback and you may want a graphic designer and/or book formatter to make your book look as professional as possible. Find a good team of contractors and employees before you begin the book creation process. The people you depend on can make the book-writing process much easier.

Conclusion

Congratulations! If you've followed this process you have a book that's ready to launch. You also have a blueprint to repeat the book-writing process again and again. You have many books inside you and your audience is clamoring for your unique knowledge.

Once you've worked through this process and realize that a 30-day deadline is not only possible, it's the best way to write a book, you'll be able to repeat the process and become a multi-published author. It's a sound and effective method to build a business.